

WHAT IS CLAIMED IS:

1. A method of operating a browser executing within a general-purpose computer system, said method comprising:

5 detecting user activity within a main browser window of said browser;

 parsing said detected activity to determine a target of said detected activity;

 comparing said target to determine whether or not said target
10 is in a list of pre-selected targets;

 in response to said comparing determining that said target is in said list, activating a secondary browser window; and

 displaying content associated with said target in said secondary browser window.

15

2. The method of Claim 1, further comprising:

 second detecting a second user activity within said secondary browser window; and

 responsive to said second detecting, transferring a locator
20 associated with said second user activity to said primary browser window, whereby content associated with said second user activity is displayed in said primary browser window.

3. The method of Claim 2, further comprising hiding said secondary browser window in response to said second detecting having detected a second user activity corresponding to a second target for which all responsive content is targeted for display in said
5 primary browser window.

4. The method of Claim 1, wherein said detecting further detects an active locator of said primary browser window and wherein said parsing determines said target from said user activity and said
10 active locator.

5. The method of Claim 4, wherein said active locator is a locator of a search engine, said user activity comprises entry of a search engine key and wherein said target is a search engine result of
15 said search engine for said search engine key, and wherein said displaying displays content associated with said search engine key.

6. The method of Claim 1, wherein said target is a link containing
20 a next locator for said primary browser window, and further comprising blocking said primary browser window from activating said next locator in response to a result of said comparing.

7. The method of Claim 1, wherein said target is a link containing a next locator for said primary browser window, and wherein said displaying displays content associated with said next locator.

5 8. The method of Claim 1, further comprising:

transmitting a result of said comparing to a server; and
pushing content from said server in response to reception of
said result of said comparing, and wherein said displaying
displays said pushed content.

10

9. The method of Claim 1, further comprising:

transmitting a result of said parsing to a server; and
pushing content from said server in response to reception of
said result of said parsing, and wherein said displaying displays
15 said pushed content.

10. The method of Claim 1, further comprising second detecting a
geographical location associated with a user of said general-
purpose computer system, and wherein said displaying displays
20 content associated with said target and filtered by said
geographical location in said secondary browser window.

11. The method of Claim 10, further comprising:

transmitting a result of said parsing to a server along with
an indication of said geographical location;

selecting content in conformity with said geographical

5 location and said result of said parsing; and

pushing said selected content from said server, whereby said
displaying displays said pushed content selected in conformity
with said geographical location.

12. A computer system comprising:

a processor for executing program instructions, a memory for storing said program instructions and data;

browser program instructions for providing an Internet

5 browser executed by said processor from said memory; and

browser helper program instructions, wherein said browser helper program instructions comprise program instructions for:

receiving an indication of user activity within a main browser window of said browser from said browser program

10 instructions,

parsing said detected activity to determine a target of said detected activity,

comparing said target to determine whether or not said target is in a list of pre-selected targets,

15 in response to said comparing determining that said target is in said list, activating a secondary browser window, and

displaying content associated with said target in said secondary browser window.

13. The computer system of Claim 12, wherein said browser helper program instructions further comprise program instructions for:

detecting a second user activity within said secondary browser window; and

5 responsive to said detecting, transferring a locator associated with said second user activity to said browser program instructions, whereby content associated with said second user activity is displayed in said primary browser window.

10 14. The computer system of Claim 13, wherein said browser helper program instructions further comprise program instructions for hiding said secondary browser window in response to said program instructions for detecting having detected a second user activity corresponding to a second target for which all responsive content
15 is targeted for display in said primary browser window.

15. The computer system of Claim 12, wherein said browser helper program instructions for receiving further receive an active locator of said primary browser window and wherein said browser
20 helper program instructions for parsing determine said target from said user activity and said active locator.

16. The computer system of Claim 15, wherein said active locator is a locator of a search engine, said user activity comprises entry of a search engine key and wherein said target is a search engine result of said search engine for said search engine key,
5 and wherein said browser helper program instructions further comprise program instructions for displaying display content associated with said search engine key.

17. The computer system of Claim 12, wherein said target is a link
10 containing a next locator for said primary browser window, and wherein said browser helper program instructions further comprise program instructions for directing said browser program instructions to block said primary browser window from activating said next locator in response to a result of said comparing.

15

18. The computer system of Claim 12, wherein said target is a link containing a next locator for said primary browser window, and wherein said browser helper program instructions for displaying display content associated with said next locator.

20

19. The computer system of Claim 12, wherein said computer system is coupled to a server via the Internet, and wherein said browser helper program instructions further comprise program instructions for:

5 transmitting a result of said comparing to said server; and
 receiving pushed content from said server sent in response to
reception of said result of said comparing, and wherein said
program instructions for displaying display said pushed content.

10 20. The computer system of Claim 12, wherein said computer system is coupled to a server via the Internet, and wherein said browser helper program instructions further comprise program instructions for:

 transmitting a result of said parsing to said server; and
15 receiving pushed content from said server sent in response to
reception of said result of said comparing, and wherein said
program instructions for displaying display said pushed content.

21. The computer system of Claim 12, wherein said browser helper program instructions further comprise program instructions for detecting a geographical location associated with a user of said general-purpose computer system, and wherein said browser helper
5 program instructions for displaying display content associated with said target and filtered by said geographical location in said secondary browser window.

22. The computer system of Claim 21, wherein said computer system
10 is coupled to a server via the Internet, said server having a processor for executing server program instructions and a memory for storing said program instructions, and wherein said server program instructions comprise program instructions for:

receiving a result of said parsing along with an indication
15 of said geographical location;

selecting content in conformity with said geographical location and said result of said parsing; and

pushing said selected content to said computer system,
whereby said displaying displays said pushed content selected in
20 conformity with said geographical location.

23. A computer program product comprising signal-bearing media for execution within computer system comprising browser helper program instructions for implementing a browser helper object for adding functionality to a browser executed within said computer system,
5 said browser helper program instructions comprising program instructions for:

receiving an indication of user activity within a main browser window of said browser from said browser,

parsing said detected activity to determine a target of said
10 detected activity,

comparing said target to determine whether or not said target is in a list of pre-selected targets,

in response to said comparing determining that said target is in said list, activating a secondary browser window, and

15 displaying content associated with said target in said secondary browser window.

24. The computer program product of Claim 23, wherein said browser helper program instructions further comprise program instructions for:

detecting a second user activity within said secondary

5 browser window; and

responsive to said detecting, transferring a locator associated with said second user activity to said browser, whereby content associated with said second user activity is displayed in said primary browser window.

10

25. The computer program product of Claim 24, wherein said browser helper program instructions further comprise program instructions for hiding said secondary browser window in response to said program instructions for detecting having detected a second user
15 activity corresponding to a second target for which all responsive content is targeted for display in said primary browser window.

26. The computer program product of Claim 23, wherein said browser helper program instructions for receiving further receive an
20 active locator of said primary browser window and wherein said browser helper program instructions for parsing determine said target from said user activity and said active locator.

27. The computer program product of Claim 26, wherein said active locator is a locator of a search engine, said user activity comprises entry of a search engine key and wherein said target is a search engine result of said search engine for said search engine key, and wherein said browser helper program instructions further comprise program instructions for displaying display content associated with said search engine key.

28. The computer program product of Claim 23, wherein said target is a link containing a next locator for said primary browser window, and wherein said browser helper program instructions further comprise program instructions for directing said browser to block said primary browser window from activating said next locator in response to a result of said comparing.

15

29. The computer program product of Claim 23, wherein said target is a link containing a next locator for said primary browser window, and wherein said browser helper program instructions for displaying display content associated with said next locator.

20

30. The computer program product of Claim 23, wherein said computer system is coupled to a server via the Internet, and wherein said browser helper program instructions further comprise program instructions for:

5 transmitting a result of said comparing to said server; and
 receiving pushed content from said server sent in response to reception of said result of said comparing, and wherein said program instructions for displaying display said pushed content.

10 31. The computer program product of Claim 23, wherein said computer system is coupled to a server via the Internet, and wherein said browser helper program instructions further comprise program instructions for:

 transmitting a result of said parsing to said server; and
15 receiving pushed content from said server sent in response to reception of said result of said parsing, and wherein said program instructions for displaying display said pushed content.

32. The computer program product of Claim 23, wherein said browser helper program instructions further comprise program instructions for detecting a geographical location associated with a user of said general-purpose computer system, and wherein said browser
5 helper program instructions for displaying display content associated with said target and filtered by said geographical location in said secondary browser window.